

## SYSTEM AND METHOD FOR GENERATING AND FORMATTING A PUBLICATION

### 5 ABSTRACT OF THE DISCLOSURE

Various systems and methods are provided for formatting a publication.

In one embodiment, for example, a method is provided comprising the steps of associating, within a server, each of a plurality of content items with a select number of sub-templates selected from a plurality of sub-templates, and, generating an instance file in the server, wherein the instance file specifies a number of content items and associates a respective one of the sub-templates with each of the content items.

10